ORDER

Orders Order / Rev: 37368 Alt Order #: 08869747 Product Desc: issue Estimate: 1848 Flight Dates: 09/25/12 - 10/01/12

KLAS

Mike Jones

Original Date / Rev: 09/21/12 / 10/01/12

Great American Media

Order Type: **GENERAL** Sales Office: Sales Region:

Primary AE:

Billing Type:

Billing Cycle:

K-WAS National

Agency Name:

> **Buying Contact:** Billing Contact:

> > 1010 Wisconsin Avenue NW Washington, DC 20007

Cash Billing Calendar: Broadcast

EOM/EOC

Agency Commission:

15%

00:10:00

Advertiser

Name:

DSCC

Demographic:

A35+

Product Codes: Priority:

PO4 LV1

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	26	\$76,650.00	\$65,152.50
10/01/12	10/01/12	13	\$19,300.00	\$16,405.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$76,650.00	\$65,152.50	0.00
October 2012	13	\$19,300.00	\$16,405.00	0.00
Totals	39	\$95,950.00	\$81,557.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$95,950.00
Market	100%	\$319,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,991.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8 0	9/25/12	10/01/12	CBS This Morning	•	7-9a	MTWTF	:30 2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
СВ	S THIS	MORNI	NG	CBS This Morning								
	Start	Date <u>E</u>	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week	c: 09/25	/12 1	0/01/12	MTWTF	2	\$1,200.00	0.00					
E 4	8 1	0/01/12	10/01/12		СМ	9-10a	M	:30 1	\$950.00LV1	0.00 NM	1	\$950.00

Print Date: 10/05/12 12:39:59 Page 2 of 4

KLAS

Order / Rev:

37368

Advertiser:

DSCC

Alt Order #:

08869747

Product Desc:

sc: issue

sue

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ln (Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type S	spots	Amount
			Live w/Kelly								
LI	VE! WITH KEI	LLY									
181	Start Date ek: 09/25/12	End Date	Weekdays M	Spots/Week 1	<u>Rate</u> \$950.00	Rating 0.00					
Spot	ek: 09/25/12 Ch Date Ra	10/01/12 ange D	escription		\$950.00 t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
2		2-10/01/12 L		9-10	а		M	:30 (\$950.00)	0.00 NM		
	See MG 4.3										
3		2-10/01/12 L	ive w/Kelly	9-10	а		M	:30 \$950.00	0.00 NM		
	MG for 4.2		0.11 .11 .11	. 14 5 014	40.4000-		.00	4 64 000 0013/4	0.00 NA		64 000 00
E 5	8 10/01/1	2 10/01/12	8 News Now Nooi 8 News Now Noo		12-1230p	M	- :30	1 \$1,000.00 LV1	0.00 NM	1	\$1,000.00
8	NEWS NOW A	NOON TA	0.1.3.1.0.1.1.1.1.0.0						1		
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
	ek: 09/25/12	10/01/12	M		\$1,000.00	0.00	- :30	2 \$1,700.00LV1	0.00 NM	2	\$3,400.00
E 6	8 09/25/1	2 10/01/12	1230-2p Soaps/ L Soaps / Let's Mak		1230-2p (12:30 PM-2	MTWTF- :00 PM)	50	2 \$1,700.000	U.UU INIVI	2	33,400.00
TI	HE BOLD AND	THE BEAU			(,					
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	ek: 09/24/12 ek: 10/01/12	09/30/12 10/07/12	-TWTF M		\$1,700.00 \$1,700.00	0.00 0.00					
E 7			The Talk 2-3P	CM	2-3p	M	- :30	1 \$1,700.00LV1	0.00 NM	1	\$1,700.00
			The Talk		,						
T	HE TALK	E- 1 D-4-	104	0	D-4-	Delle					
Mes	Start Date ek: 09/25/12	End Date 10/01/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,700.00	Rating 0.00					
E 8	,	2 10/01/12		CM	3-4p	M	- :30	1 \$1,600.00LV1	0.00 NM	1	\$1,600.00
			Ellen		,						
E	LLEN					5.4					
۱۸/۵۵	Start <u>Date</u> ek: 09/25/12	End Date 10/01/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,600.00	Rating 0.00					
E 9			8 News Now 4p M		4-5p	MTWTF-	- :30	5 \$1,600.00LV1	0.00 NM.	5	\$8,000.00
			8 News Now 4p N		,						
8	NEWS NOW A			CantalMank	Data	Detine					
We	Start Date ek: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$1,600.00	Rating 0.00					
E 10			8 News Now 5-63		5-630p	M	- ;30	2 \$1,700.00LV1	0.00 NM	2	\$3,400.00
			8 News Now 5-63	30p M-F							
8	NEWS NOW F		Mackdays	Spots/Week	Pata	Datina					
Wee	Start Date ek: 09/25/12	End Date 10/01/12	<u>Weekdays</u> M -		Rate \$1,700.00	Rating 0.00					
Spot	Ch Date Ra	ange <u>C</u>	<u>Description</u>	<u>Star</u>	t/End Time		<u>Weekdays</u>	Length Rate	Rtg Type		
1			News Now 5-630p	<i>M-F</i> 5-63	0р		M	:30(\$1,700.00)	0.00 NM		
3	See MG 10.	•	News Now 5-630p	<i>M-F</i> 5-63	On		M	:30(\$1,700.00)	0.00 0444		
3	See MG 10		ivews ivow 5-630p	1111-1- 2-03	юр		Minne	.30(\$1,700. 00)	0.00 14141		
4		,	News Now 5-630p	M-F 5-63	0p		M	:30 \$1,700.00	0.00 NM		
Œ) MG for 10.1	,10.3									
5	8 09/25/1	2-10/01/12 8	News Now 5-630p	M-F 5-63	0p		M	:30 \$1,700.00	0.00 NM		
	MG for 10.1	<u> </u>									
E 13	8 09/25/1	2 10/01/12	7-8p Rotator	CM	7 - 8p	MTWTF-	- :30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
E.	T/INSIDER		7-8p Rotator								
_	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
	ek: 09/25/12	10/01/12	MTWTF		\$3,000.00	0.00	-				
E 14	8 09/29/1	12 09/29/12		CM	10-11P	5	:- :30	1\$15,000.00LV1	0.00 NM	1	\$15,000.00
٧	EGAS		48 Hours Mystery								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Wee	ek: 09/24/12	09/30/12	S-	1	\$15,000.00	0.00					

Print Date: 10/05/12 12:39:59 Page 3 of 4

KLAS

Order / Rev: 37368

Advertiser:

DSCC

Alt Order #:

08869747

Product Desc:

issue

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ln C	h Start	End	Inventory Code	Break	Start/End		Len Spo		Rtg Type S	Spots	Amount
E15	8 09/26/	12 09/26/12	Wed 9-10p Criminal Minds	СМ	9-10p	W	:30	1 \$18,000.00 LV1	0.00 NM	1	\$18,000.00
C.5	S.I.		Official Military								
Mod	Start Date k: 09/24/12	End Date 09/30/12	Weekdays W	Spots/Week	<u>Rate</u> \$18,000.00	Rating 0.00					
		12 09/28/12	_	CM	8-9p	F	:30	1 \$8,500.00LV1	0.00 NM	1	\$8,500.00
			CSI: NY		•						
CS	SI NY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Weel	k: 09/24/12	09/30/12	F		\$8,500.00	0.00					
E 17	8 09/27/	12 09/27/12	Thu 10-11p	CM	10-11p	T	:30	1 \$7,500.00LV1	0.00 NM	1	\$7,500.00
TH	IE GOOD WI	FE	Elementary								
	Start Date	End Date	Weekdays	Spots/Week		Rating					
	k: 09/24/12 8 09/25/	09/30/12	T 8 News Now 11p		\$7,500.00 11-1135p	0.00 MTWTF	:30	4 \$2,500.00LV1	0.00 NM	4	\$10,000.00
E 18	0 09/20/	12 10/01/12	8 News Now 11p		11-1135р	14) 1 44 1 1	.50	4 ψ2,300.00ξV1	0.00 14141	7	510,000.00
18	NEWS NOW										
Weel	Start Date k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$2,500.00	Rating 0.00					
-	k: 10/01/12	10/07/12	M		\$2,500.00	0.00					
E 19	8 09/29/	12 09/30/12	8 News Now 11p		11-1135P	SS	:30	1 S1,100.00LV1	0.00 NM	1	\$1,100.00
18	NEWS NOW	AT 11PM-WK	8 News Now Sa/ (ND	Su TIP							
		End Date	Weekdays	Spots/Week		Rating					
	k: 09/24/12 8 09/25/	09/30/12	SS	CM 1	\$1,100.00	0.00 MTWTF	:30	3 \$950,00LV1	0.00 NM	3	63 950 00
E. 20	6 09/25/	12 10/01/12	Letterman	CIVI	1135p-1237a (11:35 PM-12		.30	3 3950,00EVT	0.00 INIVI	3	\$2,850.00
LA	TE SHOW W										
\ <i>\</i> /oo'	Start Date k: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 3		Rating 0.00					
Spot	Ch Date R		escription	•	t/End Time	-	/eekdays	Length Rate	Rtg Type		
1		2-10/01/12 L	etterman	113	5p-1237a (11:35 <i>PM-12:37</i> M	TWThF	- :30 (\$950 .00)	0.00 NM		
4	See MG 20 8 09/25/1	_{). 4} 2-10/01/12 L	etterman	113	5p-1237a (<i>1</i>	1:35 PM-12:37M	TWThF	- :30 \$ 950.00	0.00 NM		
· (f)) MG for 20.				, , , , , ,						
N 21	8 09/29/	12 09/29/12	ACC Football ACC Football	CM	930a-12n	S-	:30	2 \$2,500.00LV1	0.00 NM	2	\$5,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	k: 09/24/12	09/30/12	Dalillas Maur C. C.		\$2,500.00	0.00	.20	1 \$1,000.00LV1	0.00 8164	4	64 000 00
N 22	8 09/29/	12 09/29/12	Politics Now S Se		Various	\$-	:30	1 \$1,000.000	U.UU INIVI	1	\$1,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	k: 09/24/12	09/30/12	S-		\$1,000.00	0.00		0.400.001144	0.00.484	•	22.52
N 23	8 09/29/	12 09/29/12	Sat 4-5p Whacke Whacked Out Sp		4-5p	S-	:30	2 \$400.00LV1	0.00 NM	0	\$0.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Weel	k: 09/24/12	09/30/12	S-	2	\$400.00	0.00	lookdays	Longth Pate	Pta Tuno		
	k: 09/24/12 <u>Ch</u> <u>Date R</u>	09/30/12 ange <u>C</u>		2 <u>Star</u>	\$400.00 t/End Time	0.00 <u>W</u>	<u>/eekdays</u> Sa-		Rtg Type 0.00 NM		
Weel Spot	k: 09/24/12 <u>Ch</u> <u>Date R</u> 8 09/24/1 Credited	09/30/12 ange <u>C</u> 2-09/30/12 S	S- Description	2 <u>Star</u>	\$400.00 t/End Time	0.00 <u>W</u>					
Weel Spot 1	k: 09/24/12 <u>Ch</u> <u>Date</u> R <i>8 09/24/1</i> Credited moved to 3	09/30/12 ange <u>C</u> 2-09/30/12 S	S- Description Sat 4-5p Whacked	2 <u>Star</u> Sports 4-5p	\$400.00 t/End Time	0.00 <u>W</u>	Sa-	- :30 (\$400.00)	0.00 NM		
Weel Spot	k: 09/24/12 <u>Ch</u> <u>Date</u> R <i>8 09/24/1</i> Credited moved to 3	09/30/12 ange <u>C</u> 2-09/30/12 S	S- Description	2 <u>Star</u> Sports 4-5p	\$400.00 t/End Time	0.00 <u>W</u>		- :30 (\$400.00)	0.00 NM		
Weel Spot 1	k: 09/24/12 <u>Ch Date R</u> 8 09/24/1 Credited moved to 3 8 09/24/1	09/30/12 ange <u>C</u> '2-09/30/12 S 7459 2-09/30/12 S	S- Description Sat 4-5p Whacked	2 <u>Star</u> Sports 4-5p	\$400.00 t/End Time	0.00 <u>W</u>	Sa-	- :30 (\$400.00)	0.00 NM		
Weel Spot 1	k: 09/24/12 <u>Ch Date R</u> 8 09/24/1 Credited moved to 3 8 09/24/1 Credited moved to 3	09/30/12 ange <u>C</u> '2-09/30/12 S 7459 '2-09/30/12 S 7459	S- Description Sat 4-5p Whacked	2 <u>Star</u> Sports 4-5p Sports 4-5p	\$400.00 t/End Time	0.00 <u>W</u>	Sa-	- :30 (\$400.00)	0.00 NM	1	\$250.00
Weel Spot 1 2	k: 09/24/12 <u>Ch Date R</u> 8 09/24/1 Credited moved to 3 8 09/24/1 Credited moved to 3	09/30/12 ange <u>C</u> '2-09/30/12 S 7459 '2-09/30/12 S 7459	Gat 4-5p Whacked Sat 4-5p Whacked Sat 4-5p Whacked	2 <u>Star</u> Sports 4-5p Sports 4-5p	\$400.00 t/End Time	0.00 <u>W</u>	Sa- Sa-	- :30 (\$400-00) - :30 (\$400-00)	0.00 NM	1	\$250.00

Print Date: 10/05/12 12:39:59 Page 4 of 4

Order / Rev:

37368

Advertiser:

DSCC

Alt Order #:

08869747

Product Desc:

issue

KLAS

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ln C	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Sat 1235-135a Da Da Vinci Inquest	Vinci In								
Wee	<u>Sta</u> k: 09/	rt Date 24/12	End Date 09/30/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
N 26	8	09/25/1	2 10/01/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	MTWTF	:30	5	\$200.00LV1	0.00 NM	5	\$1,000.00
Wee	<u>Sta</u> k: 09/	<u>rt Date</u> 25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
N 27	8	09/30/1	2 09/30/12	Game Time/UNL\ Game Time/UNL\		1135p-1205a	5	:30	1	\$150.00 LV1	0.00 NM	1	\$150.00
Wee	<u>Sta</u> k: 09/	rt Date 24/12	End Date 09/30/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
											Totals	39	\$95,950.00